



MAKE-GOOD

DATE: 10/6/2016
MARKET: BEND, OR
AGENCY: Media Analysis
ADVERTISER: Gena Goodman-Campbell
CONTRACT ID:
Estimate: Actg Order 171

ZOLO CONTRACT # PENDING

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FLIGHT DATES: Wk 10/10/16

| ORIGINAL SPOT: | | | | | | | | | | |
|----------------|-----|------|---------|-------|---------|---------------|--------|-------------|------------|------------------------------|
| DATE | DAY | ZONE | NETWORK | TIME | # SPOTS | PROGRAM | LENGTH | COST PER EA | TOTAL COST | REASON / Comment |
| Wk 10/10 | Ssu | BEND | CNBC | 6A-4P | 6 | | :30 | \$2.00 | \$12.00 | Rate is too low. Min. is \$3 |
| Wk 10/10 | Ssu | BEND | LIFE | 6A-4P | 6 | | :30 | \$2.00 | \$12.00 | Rate is too low. Min. is \$3 |
| | | | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| TOTAL: | | | | | 12 | TOTAL: | | | \$24.00 | |

| MAKEGOOD OFFER: | | | | | | | | | | | |
|-----------------|-----|------|---------|-------|---------|---------------|--------|---------|---------|--------|---------|
| DATE | DAY | ZONE | NETWORK | TIME | # SPOTS | PROGRAM | LENGTH | COST EA | COST | ACCEPT | DECLINE |
| Wk 10/10 | Ssu | BEND | CNBC | 6A-4P | 6 | | :30 | \$3.00 | \$18.00 | | |
| Wk 10/10 | Ssu | BEND | LIFE | 6A-4P | 6 | | :30 | \$3.00 | \$18.00 | | |
| | | | | | | | | | \$0.00 | | |
| | | | | | | | | | \$0.00 | | |
| | | | | | | | | | \$0.00 | | |
| | | | | | | | | | \$0.00 | | |
| TOTAL: | | | | | 12 | TOTAL: | | | \$36.00 | | |

COMMENTS:

BUYER / ASSISTANT SIGNATURE: _____ **Date:** _____